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WHAT IS CLAIMED IS:

1. A mobile terminal, comprising:

means for receiving a notification of an incoming multimedia message;

means for determining whether the incoming message contains rich media contents; and

means for downloading a portion of the incoming message having a pre-determined duration for a user to view on the terminal, if the message contains rich media contents.

2. The terminal of claim 1, wherein the determining means includes means for parsing an attachment of the notification to determine whether the message contains rich media contents, the attachment containing information about a media type of the incoming message.

3. The terminal of claim 2, wherein the attachment includes a Session Description Protocol (SDP) file.

4. The terminal of claim 1, further comprising means for displaying the downloaded portion of the incoming message on the terminal, in response to a user's command.

5. The terminal of claim 4, further comprising:

a storage element; and

means for saving the downloaded portion of the incoming message on the storage element.

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6. The terminal of claim 1, further comprising means for notifying a user of the incoming message.

7. The terminal of claim 1, further comprising means for accessing the remaining of the incoming message.

8. The terminal of claim 7, wherein the accessing means includes means for modifying an attachment file to the incoming message to indicate a starting point of the incoming message for accessing by the accessing means.

9. The terminal of claim 8, wherein the attachment file includes a Session Description Protocol (SDP) file.

10. The terminal of claim 1,

further comprising means for connecting the terminal to a server storing the incoming message for accessing the remaining of the incoming message;

wherein the pre-determined duration is sufficiently long for the connecting means to connect the terminal to the server so as to allow the user to view the whole incoming message in a continuous manner.

11. A multimedia message service server, comprising:

means for receiving an incoming multimedia message;

means for determining whether the incoming message contains rich media contents; and

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means for delivering a new multimedia message to a receiving mobile terminal, if the incoming message contains rich media contents.

12. The server of claim 11, wherein the new multimedia message includes a portion of the incoming message having a pre-determined duration.

13. The server of claim 11, wherein the new multimedia message includes an advertisement having a pre-determined duration.

14. The server of claim 11, further comprising means for creating an attachment file to the new multimedia message, indicating where the incoming message may be accessed.

15. The server of claim 14, wherein the attachment file includes a Session Description Protocol (SDP) file.

16. The server of claim 11, further comprising means for creating the new multimedia message.

17. The server of claim 16, further comprising:

means for saving the incoming message in a pre-selected location;
and

means for copying a portion of the incoming message for including in the new multimedia message.

18. The server of claim 17, wherein the pre-selected location is in a storage element of a media server.

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19. The server of claim 12, wherein the pre-determined duration is sufficiently long for the receiving mobile terminal to connect to a server storing the incoming message so as to allow the user to view the whole incoming message on the terminal in a continuous manner.

20. The server of claim 13, wherein the pre-determined duration is as long as is substantially required for the receiving mobile terminal to connect to a server storing the incoming message so as to allow the user to view the whole incoming message on the terminal in a substantially continuous manner.

21. A method performed at a mobile terminal, comprising the steps of:

receiving a notification of an incoming multimedia message;

determining whether the incoming message contains rich media contents; and

downloading a portion of the incoming message having a pre-determined duration for a user to view on the terminal, if the message contains rich media contents.

22. The method of claim 21, wherein the step of determining includes a step of parsing an attachment of the notification to determine whether the message contains rich media contents, the attachment containing information about a media type of the incoming message.

23. The method of claim 22, wherein the attachment includes a Session Description Protocol (SDP) file.

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24. The method of claim 21, further comprising a step of displaying the downloaded portion of the incoming message on the terminal, in response to a user's command.

25. The method of claim 24, further comprising a step of saving the downloaded portion of the incoming message on a storage element of the terminal.

26. The method of claim 21, further comprising a step of notifying a user of the incoming message.

27. The method of claim 21, further comprising a step of accessing the remaining of the incoming message.

28. The method of claim 27, further comprising a step of modifying an attachment file to the incoming message to indicate the starting point of the incoming message for accessing.

29. The method of claim 28, wherein the attachment file includes a Session Description Protocol (SDP) file.

30. The method of claim 21,

further comprising a step of connecting the terminal to a server storing the incoming message for accessing the remaining of the incoming message;

wherein the pre-determined duration is sufficiently long for connecting the terminal to the server so as to allow the user to view the whole incoming message on the terminal in a continuous manner.

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31. A method performed at a multimedia message service server, comprising the steps of:

receiving an incoming multimedia message;

determining whether the incoming message contains rich media contents; and

delivering a new multimedia message to a receiving mobile terminal, if the incoming message contains rich media contents.

32. The method of claim 31, wherein the new multimedia message includes a portion of the incoming message having a pre-determined duration.

33. The method of claim 31, wherein the new multimedia message includes an advertisement.

34. The method of claim 31, further comprising a step of creating an attachment file to the new multimedia message, indicating where the incoming message may be accessed.

35. The method of claim 34, wherein the attachment file includes a Session Description Protocol (SDP) file.

36. The method of claim 31, further comprising a step of creating the new multimedia message.

37. The method of claim 36, further comprising the steps of:

saving the incoming message in a pre-selected location; and

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copying a portion of the incoming message for including in the new multimedia message.

38. The method of claim 37, wherein the pre-selected location is in a storage element of a media server.

39. The method of claim 32, wherein the pre-determined duration is sufficiently long for the receiving mobile terminal to connect to a server storing the incoming message so as to allow the user to view the whole incoming message on the terminal in a continuous manner.

40. The method of claim 33, wherein the pre-determined duration is as long as is substantially required for the receiving mobile terminal to connect to a server storing the incoming message so as to allow the user to view the whole incoming message on the terminal in a substantially continuous manner.